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in collaboration with  esa CINECA

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APPLY YOUR PROJECT



The Elevator Pitch

The 'elevator pitch' is a brief presentation that describes your business venture in a nutshell.

The presentation should include **key information** on the project, so as to provide the basis for assessing its potential and feasibility.

The presentation claims, both qualitative and quantitative (*market research, industry trends, competitors*), must be supported by references to the sources.



Presentation Slides

Every pitch needs to be accompanied by a **slideshow presentation**, containing the following key elements:

- *Title and logo (if available);*
- *Name, date and place.*

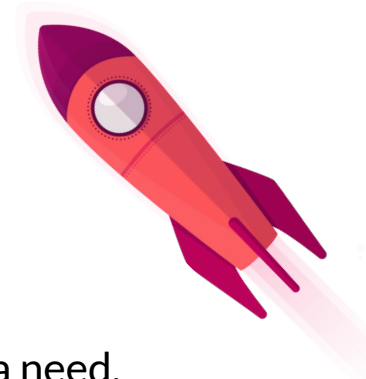
Try to make your presentation as attractive and clear as possible in order to capture your audience's attention.

Summary

Key elements to include

- **1. The Problem**
Which business need are you trying to satisfy?
- **2. Solution/Product**
What does your business idea consist of? How do you solve the problem? What is your value proposition? What technologies do you use?
- **3. Market**
What is your target market? What is your Go To Market strategy? What are your sales channels?
- **4. Competitors**
What other solutions are already present? How does your idea stand out? What is your competitive advantage?
- **5. Business Model**
How does your business idea capture value?
- **6. Roadmap**
What are the basic steps for the development of your business project?
- **7. Team**
What are the professional figures that contribute to the realization of the project? What are their skills?
- **8. Financing**
How much investments does the project require? Which economic results are you expecting?
- **9. SDGs, ESG and Challenges of the Future**
Which objectives of the 2030 Agenda and which ESG policies are relevant for your project? Which Challenges of the Future, among the 12 indicated in the form, are you referring to?





1. THE PROBLEM

What need/problem does your idea want to solve/satisfy?

Every business project or business idea aims to solve a problem or satisfy a need.

In this slide it is important to **explain the need you are trying to satisfy** or the problem you want to solve, answering the following questions:

1. *What is the problem?*
2. *Who experiences the problem?*
3. *What are the consequences of the problem?*
4. *How relevant is the problem?*



2. SOLUTION/PRODUCT

What does your business idea consist of? How do you solve the problem?

Explain how **your idea aims to satisfy the market needs** and clearly highlight the **value offered** to the customers.

Describe **through which technologies** (proprietary or third party) you intend to develop the solution/product.



3. MARKET

What is your target market? What is your Go To Market strategy?

In this slide it is necessary to define your target market, by **identifying who are the customers/users** - both in quantitative and qualitative terms.

For example:

- *How many clients do we have?*
- *How old are they?*
- *Where are they from?*



4. COMPETITORS

What other solutions are already present? How does your idea stand out?

It is necessary to highlight **who the main competitors are**, after making an accurate observation and analysis of their strategies, strengths and weaknesses.

Explain **what sets your business apart from the competition** and define your competitive advantage.



5. BUSINESS MODEL

How does your business idea capture value?

Illustrate your **business model** and describe how your startup delivers its **value proposition**. Define the **revenue model** of the project, answering the following questions:

- *Why should the customer choose your idea?*
- *Who are your prospective customers and what channels do you use to reach them?*
- *What are the activities to be carried out (eg production, platform development, etc.)?*
- *What resources (human, financial, physical) do you need for the project to work?*
- *What are the expected revenues?*
- *Who do you collaborate with?*



6. ROADMAP

What are the basic steps for the development of your business project?

Identify the **fundamental activities for the development of the project** and the related timings (*platform development, testing*).

Indicate what are the best results that have been achieved or that are intended to be achieved (*for example: platform launch*).

The purpose of this slide is to illustrate the development path of your project.



7. TEAM

Who are the team members? What are their skills?

Indicate who the team members are, highlighting:

- the gender balance in your team
- the soft and hard skills
- the roles they will be responsible for

A team with the right mix of skills and experience is essential for the development of the project.



8. FINANCING

How much investments does the project require?
Which economic results are you expecting?

Provide in a clear and concise slide **the key economic results** extracted from the financial and economic plan (*revenues, costs, cash flow*).

If the project is in its embryonic stages, highlight **the expected cost structure** and **forecast sales** with the related underlying assumptions (*i.e. market share, market penetration, market growth*).

Also indicate the amount requested from investors and illustrate the use of the funds (*i.e. we ask for 250k which we will use for...*)



9. SDGs, ESG, and Challenges of the Future

The impact of the project and the challenges of the future

In this slide we ask you to indicate 3-5 indicators between ESG and SDGs to which your project refers.

ESG - Adherence to ESG criteria confers a status towards the business community, customers, suppliers, stakeholders in general, which shows the organization's willingness to make a series of short-term choices consistent and "virtuous" and long-term. Indicate if you have already adopted ESG policies.

SDGs - A startup is likely to have impacts on several UN Agenda 2030 SDGs. Please indicate if you have already identified your main impact areas.



9. SDGs, ESG, and Challenges of the Future

The impact of the project and the challenges of the future

Challenges of the Future

Indicate the challenge(s) of the future that you can help us overcome among the following:

Future of...

- Cities & Communities
- Health
- Work
- Culture & Travel
- Food & Agriculture
- Learning & Education
- Retail & Customer Experience
- Marketing
- Media & Entertainment
- Sports & Events
- Finance & Insurance
- Life On Planet Earth
- Add challenge(s)

Support Material

You can include links to working beta, mock ups and any support material that is important for making your point.





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